

**Racine Zoological Society Report  
Park and Recreation Board Meeting  
June 2017**

**Executive Director**

- AZA inspection preparation daily!
- Submitted several grants and sponsorship packages
- Created the tasks list for exhibit needs and animal moves in 2017
- Presented at several service organizations
- Evaluating all current vendors
- Prepping for all events at the Zoo for 2017
- Working on marketing and public relations plans
- Media appearances

**Membership**

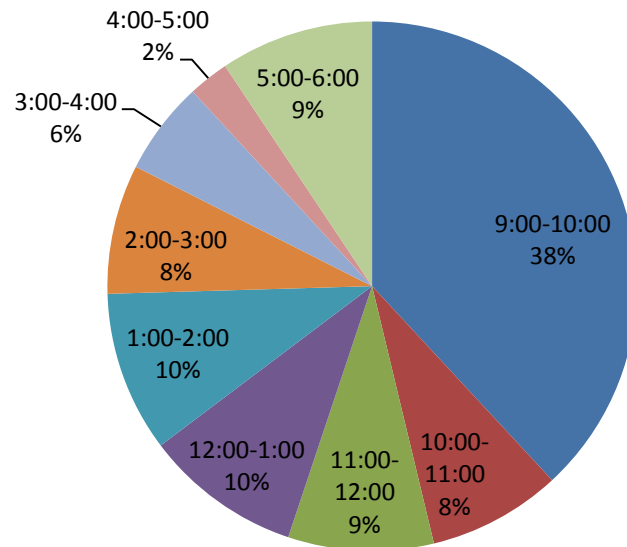
- Total memberships households = 2,017

**Attendance for May 2017**

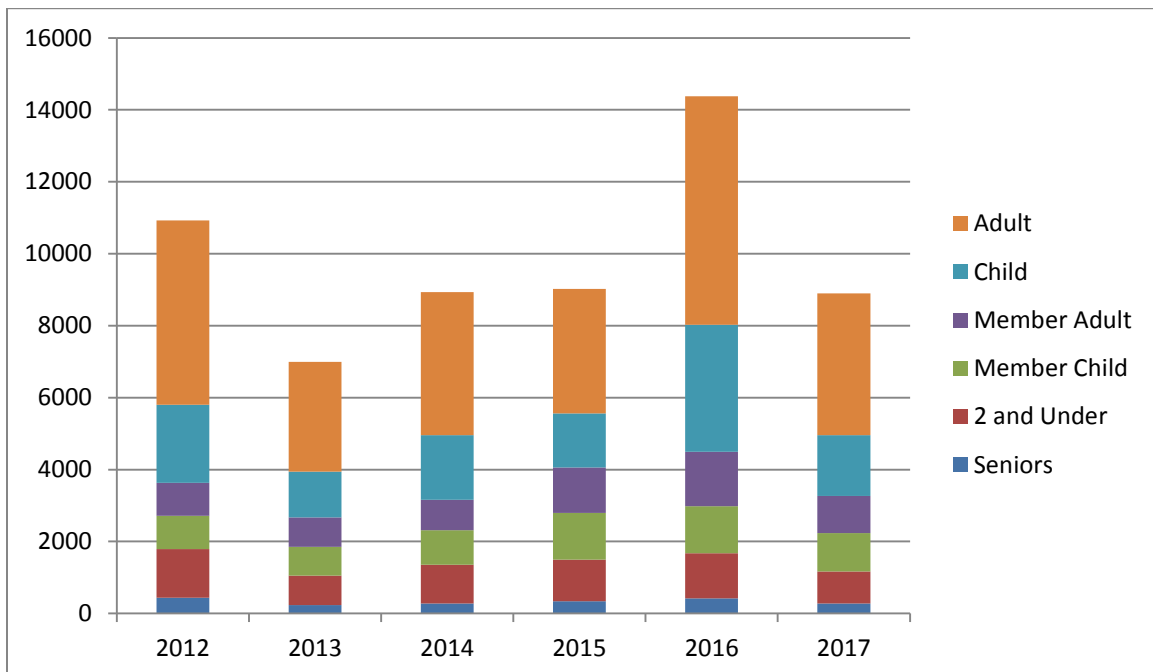
	May 2016	May 2017	Variance	Percent change
Adults	6348	3944	-2404	-38%
Children	3538	1692	-1846	-52%
Member Adults	1507	1029	-478	-32%
Member Children	1312	1070	-478	-32%
Child 2 and under	1252	886	-366	-29%
Seniors	419	279	140	-33%
Education	3452	5224	1772	51%
Events	0	1440	1440	1440%
Total	17828	15564	2264	-13%

\*\* We had a lot of rain that really hurt the Zoo and especially when the rain came on the weekends. Weather helps us and weather hurts us. We made huge strides in education groups however as you can see we increased that by over 50%

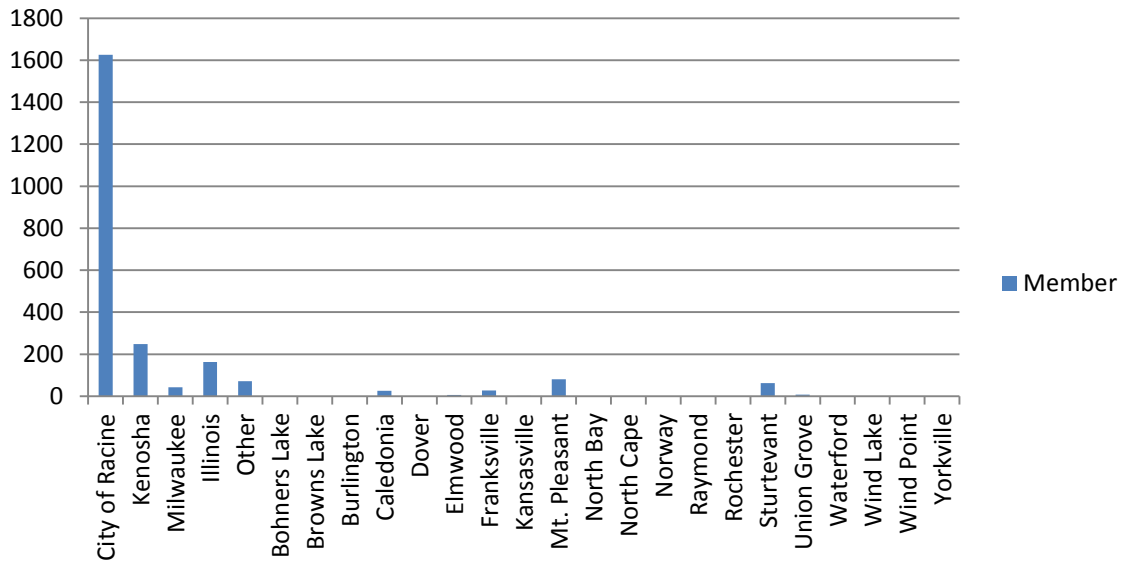
## May Attendance By Hour



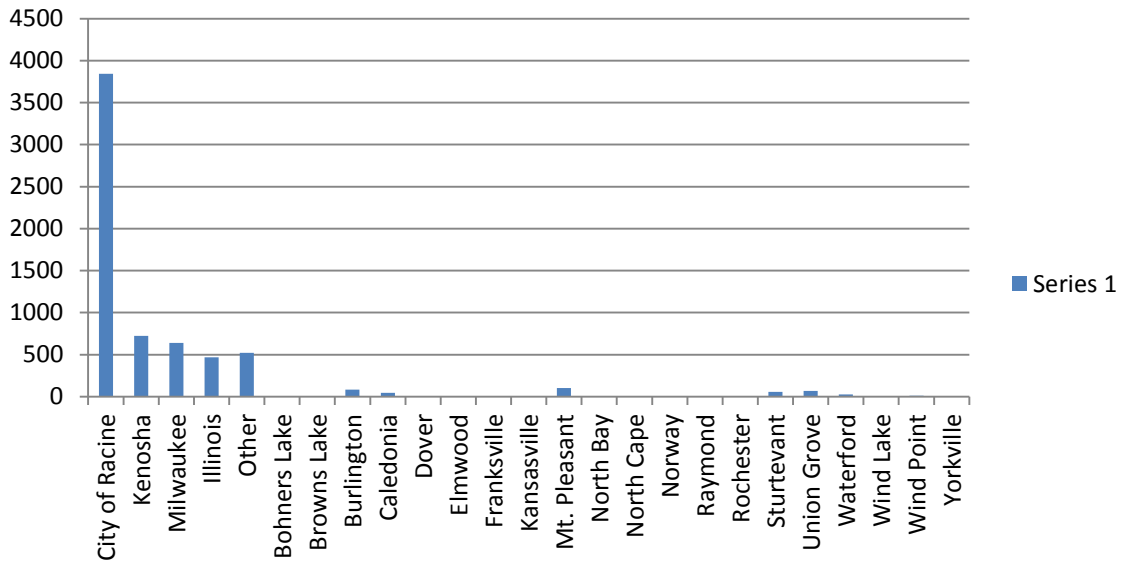
## May Monthly Attendance 2012-2017



## May Member Municipality



## May Non-Member Municipality



## **Animal Care**

- **Animals:**
  - New Great horned owl on exhibit.
  - Dewey, African spur-thigh tortoise, and Miranda, umbrella cockatoo, back on exhibit (weather permitting) for the season.
  - New rhino iguana on exhibit.
  - Opened Norco Aviary for 7<sup>th</sup> season.
- **Staff:**
  - Tornado drill on 5/30
- **Conferences:**
  - Attended Bear Husbandry TAG at Milwaukee County Zoo – Bekka Lavarens May 8-10

## **Education**

- **Staffing Updates**
  - Hired a new permanent part time Conservation Education Specialist
  - Two education interns completed their internships and five new interns started
- **Educational Programs**
  - Onsite Programs – 30
    - Reached 1,918 people
  - Onsite Birthdays – 7
    - Reached 224 people
  - Offsite Programs - 17
    - Reached 1,229 people
  - Scout Programs – 2
    - Reached 37 people
  - Field Trips without programs - 50
    - Reached 3,983 people
  - Totals: Reached 7,391 people
  - Daily Programs
    - 19 Creature Features, reaching 331 people
    - 19 Wildlife Theaters, reaching 249 people
- **Special Events**
  - 5/6 – Children’s Mental Health Day
    - 14 organizations participated in program, looking to expand on day and creating new partnerships for next year
  - 5/13 – International Migratory Bird Day
    - Crafts and activities that included bird feeder making, Oreo owls and Beak Grab Bonanza
  - 5/20 – Endangered Species Day
    - Worked with Animal Care to promote endangered species here at Zoo.
    - Crafts and activities that included Tiger tail bookmarks, Zebra print pretzels and oil spill dangers
  - 5/25 – Member Appreciation Night
    - Great night and turn out
    - Activities and games included bubbles, bag toss, parachute, lawn bowling, tic tac toe

- **Other Events**

- 5/2 – Attended Carthage College Great Lakes Career Ready Internship Program Breakfast
- 5/4 – Attended First Presbyterian Church Boy Scout Open House
- 5/5 – Attended Lincoln Middle School Career Day
- 5/6 – Attended RUSD's Family Empowerment Day
- 5/7 – Attended Walgreen's Red Nose Day
- 5/13 – Assisted in Wild 5K Run/Walk
- 5/14 – Assisted in and brought animal ambassadors to Mother's Day brunch
- 5/16 – Attended Vernon Elementary School Resource Fair
- 5/18 – Host and keynote speaker for Greater Racine Environmental Educators Network
- 5/19 – Attended Primrose Retirement Community Health Fair
- 5/30 – Attended fire extinguisher training

- **Projects – Ongoing and Completed**

- Trained second round of volunteers
- Summer Camp Registration is open
  - T-shirts and water bottles ordered as well as staff hiring
  - Fill Rate- 3/4 year olds- 16%, K/1<sup>st</sup> grade- 23%, 2/3<sup>rd</sup> grade- 23%, 4/5<sup>th</sup> grade- 28%, 6/7<sup>th</sup> grade- 7%
- Volunteer Training Complete
  - Scheduled for month of June already- very eager and excited to begin!
- Submitted grant for hazard preparations
- Submitted grant for Animals and Artisans
- Submitting grant for Nature Play with AZA
- Cleaning and preparing for AZA accreditation visit

Upcoming

- Implementing new signage around the zoo
- Completion and installation of United Way of Racine sponsored conservation signage

**Comparison to May 2016- programs and participants**

<b>Participants</b>	<b>2016</b>	<b>2017</b>	<b>Variance</b>
On Site	1,000	1,918	+91.8%
Off Site	362	1,266	+294.7%
BTS	2	0	-100%
Birthday Party	443	224	-49.4%

<b>Programs</b>	<b>2016</b>	<b>2017</b>	<b>Variance</b>
On Site	18	30	+66.6%
Off Site	4	19	+375%
BTS	1	0	-100%
Birthday Party	15	7	-53.3%

### **Facilities**

- Sod and trees planted in front of administration
- Daily janitorial duties
- Daily maintenance requests (i.e. adjust limits on rhino door.)
- Grass cutting and weed whip grounds as needed
- Preventative maintenance
- Made modifications to indoor tiger exhibit to accommodate the arctic foxes
- Put shade structure up and put together new picnic tables and put down grass seed , Felle pavilion now complete
- Had new 220 volt plug installed in grill for icy machine
- Installed new air compressor in facilities garage
- Set up and tear down of any special events
- Had bottom of indoor lion exhibit repaired eliminating all rust metal on bottom of exhibit walls.
- Had new water lines installed in budgie aviary
- Johnson volunteers painted basement doors, lion and tiger viewing window frames, and giraffe bollards.

### **Admissions, Gift Shop, Grill, Chumba, Train (Operations)**

- Ordered and Put out New product
- Organized Safety Drills
- Finished and put out SDS Manual
- Continued work on AZA list
- Interviewed and Hired seasonal staff

### **Resource Development**

- Submitted grant reports
- Submitted grants for operating support of the Zoo

### **Public Relations/Social Media**

- **E-blast:** May 12<sup>th</sup> - Zoo News, May 18<sup>th</sup> - Member Night, May 26<sup>th</sup> - Zoo News, May30th – Member Monday
- Active Instagram posts, Facebook postings and photo uploads, Tweets
- Media Relations: Created three radio ads for MKE Radio – Father’s Day, Slumber Safari, Summer Camp
- Final Meeting with Marking Team at Parkside – May 5<sup>th</sup>: Gave results for survey they had created along with corresponding demographics.
- Final Meeting with Parkside- Application Development
- Meeting with Telemundo - possible commercial proposal
- Meeting with 92.1 Radio – Their proposal for advertising on air
- Ch.12 News – On Air Live at Zoo: 5:15 am & 6:15 am
- Created 2nd Ad for Shepherd Express – Animal Crackers
- Racine Theater Guild advertisement swap / ad for ad – Promoting Racine Zoo
- Updated website homepage articles, sliders, several event pages
- Boosted events on FB – Mother’s Day, Kingfish Game Night, Father’s Day putt-putt , World Wine Wednesday, Roar and Pour

## Miscellaneous Marketing/PR activities

- Created event posters, tickets, flyers, map's for events: Father's Day Putt-Putt, Zooriffic Saturday's, Member Appreciation Night
- Styled Animal Mother's Day Pictures - FB
- Created Ad for Bell City: Summer Camp
- Created Ad for Windpoint: 5k , Walking stick
- Logo design : Father's Day Logo, Animal & Artisans, Mary's Cakes, Malicki Brothers,
- Animal Crackers Web Pages- All Built and published
- Created/Finalized: Zoo Pole Banners
- Zoo Signs – Grill and Barnyard, Resident dog, Dog Poo
- Animal Crackers Play Bill- Started
- Redesigned DoubleTree Hilton Ad for Animal Crackers Playbill
- Created Sponsorship packet for Zoo Debut
- Edited A.D.O.P.T Web Page and Summer Camp
- Updated online events calendar, Member Night, Father's Day, Animal Crackers
- Attended Operations/Leadership Meetings, One on One with Beth Heidorn
- Membership Trifold-Completed
- Finalized United Way signs – Orangutan, African Penguin, Eastern Black Rhino
- Created banners for Real Racine web page – Father Day, Summer Camp
- Posted events on free advertising event sites: Journal Times, Kenosha News, Who fish, Real Racine, Windpoint, Union Grove, Burlington, FB, Shepherd Express online, The Juice, Eventbrite

























## Website

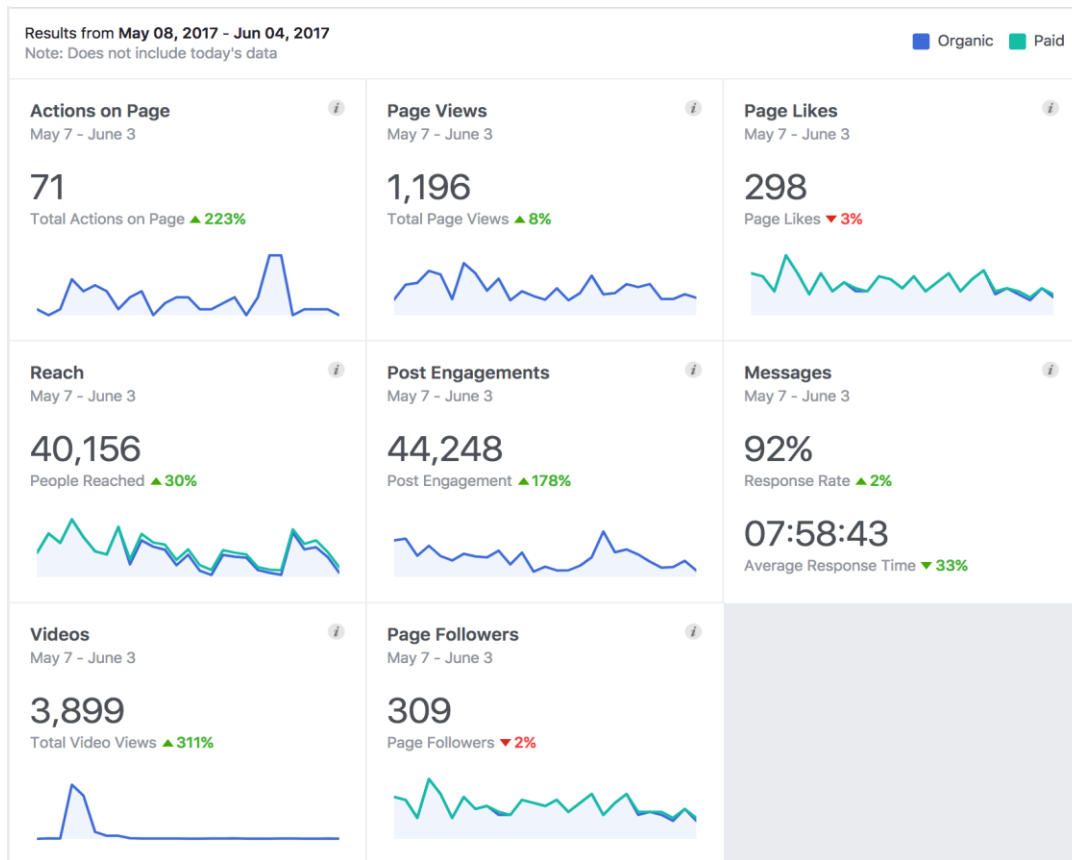
### Racine Zoo-Digital Metrics

May 2017





Facebook data:

#### Your 5 Most Recent Posts

<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Reactions, Comments &amp; Shares</span>						
Published	Post	Type	Targeting	Reach	Engagement	Promote
06/02/2017 10:27 am	 Racine Zoo was mentioned in a post.			2.7K 	197 35 	<a href="#">Boost Post</a>
06/02/2017 10:09 am	 Tomorrow is Zooriffic Saturday - We are celebrating Orangutan Awareness			2.6K 	117 52 	<a href="#">Boost Post</a>
06/01/2017 9:43 am	 Hey Potter Fans, check this out! Racine Zoo will be there with some			2.7K 	197 35 	<a href="#">Boost Post</a>
05/30/2017 3:27 pm	 Are you in a band? Play an instrument? Sing in a choir? We are looking for you!			12.3K 	360 101 	<a href="#">Boost Post</a>
05/30/2017 2:46 pm	 Join us for our Roar and Pour Event! Enjoy Unlimited Beer Tasting at the Zoo			0 	0 0 	<a href="#">▶ \$0.81 Left</a>



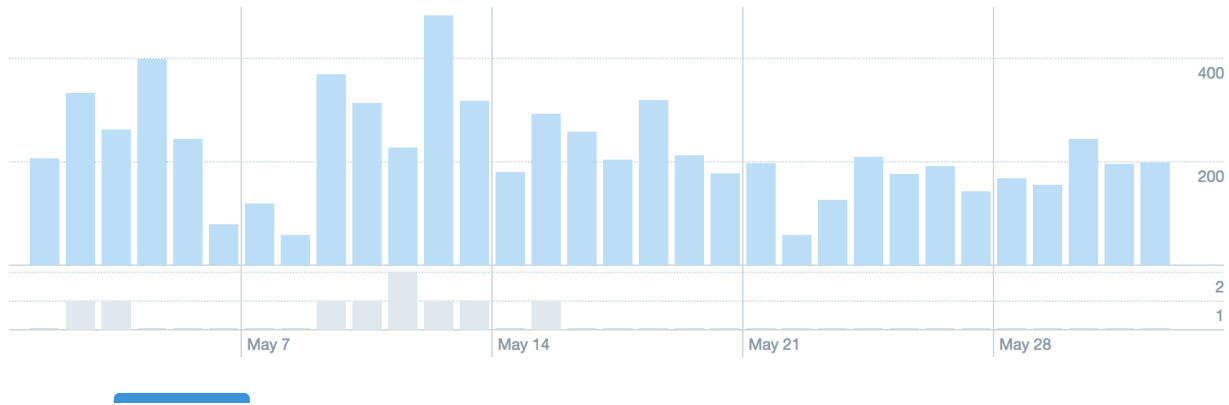
## Facebook Post Boost:

Recent Promotions on Racine Zoo				+ Create New Promotion
	<b>Event Promotion</b> Finishes in 18 hours Roar & Pour at the Zoo Wednesday, 6 PM - 8 PM Promoted by Savannah Ingram on 05/30/2017	3,423 People Reached	39 Link Clicks	<b>\$8.19</b> Spent of \$9.00  View Results
	<b>Event Promotion</b> Completed Night with the Kenosha Kingfish Saturday, July 8, 2017, 5:35 PM - 8:00 PM Promoted by Savannah Ingram on 05/16/2017	3,264 People Reached	35 Link Clicks	<b>\$14.00</b> Spent of \$14.00  View Results
	<b>Event Promotion</b> Completed Father's Day Putt-Putt Golf & BBQ Sunday, June 18, 2017, 12 PM - 3 PM Promoted by Savannah Ingram on 05/16/2017	2,605 People Reached	16 Link Clicks	<b>\$14.00</b> Spent of \$14.00  View Results
	<b>Event Promotion</b> Completed World Wine Wednesday Wednesday, April 26, 2017, 6 PM - 8 PM Promoted by Savannah Ingram on 04/20/2017	3,545 People Reached	53 Event Responses	<b>\$10.00</b> Spent of \$10.00  View Results



Twitter:

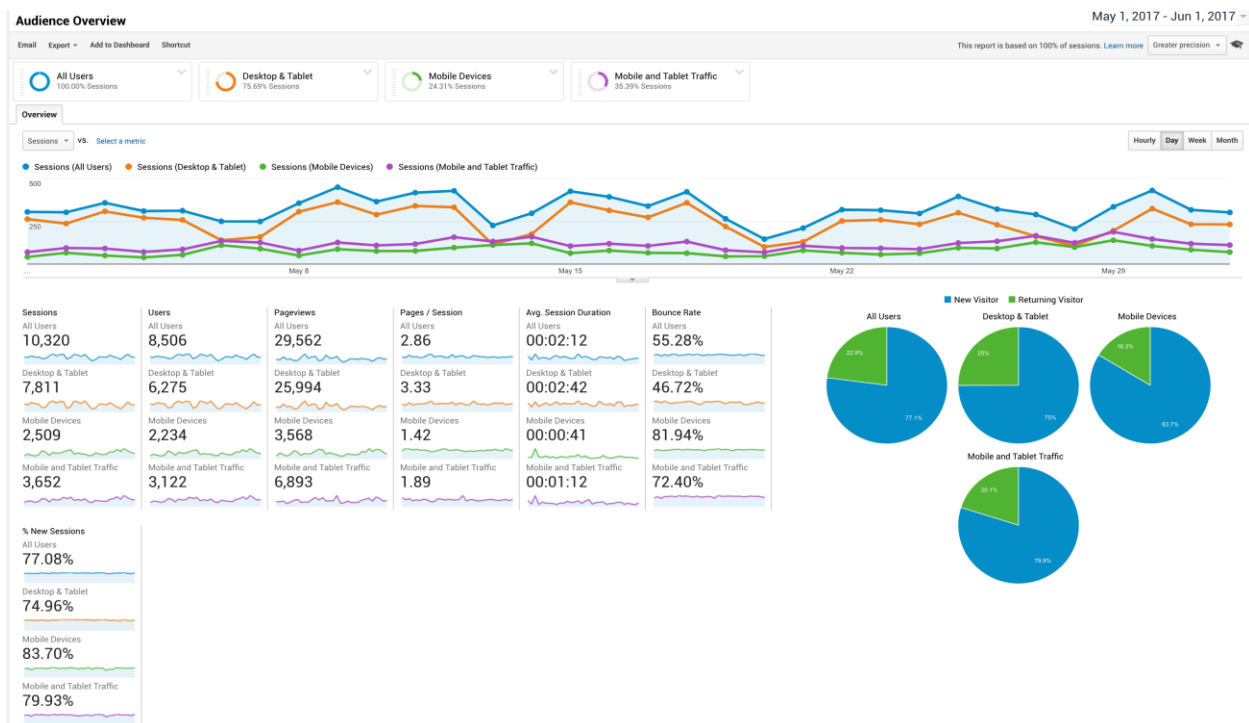
Your Tweets earned **7.1K impressions** over this **32 day** period



### 28 day summary with change over previous period



Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	298	16,969 vs 16,671
Twitter followers	2,367	6,031 impressions
Twitter profile views	213	20.2%
Instagram followers	360	67 posts - total

E- Newsletters/E- Mails	Month	Lifetime
Database- Members	3,784	NA
Blast:		NA
May 12. (1)	1) 27.2% Open Rate      4.3% Click Rate	
May 18. (2)	2) 22.4% Open Rate      3.2% Click Rate	
May 26 (3)	3) 28.4% Open Rate      6.1% Click Rate	
May 30. (4)	4) 26.1% Open Rate      3.8% Click Rate	
Google	Rate	N/A

## **May Events:**

### **Special Events:**

- Saturday, May 6, 2017 – **Zoorific Saturday: Children's Mental Health Awareness Day**
  - **Location:** Entire Zoo
  - **Time:** 9am-6pm
  - **Ticket Price:** Value Added
  - **Attendance:** 579
  - **Event Overview:** Brining local resources to guests about children's mental health. Activities, games, crafts and snackivities for kids.
  
- Saturday, May 13, 2017  
**Wild 5K Walk/Run**
  - **Location:** Entire Zoo
  - **Time:** 7am-9am
  - **Ticket Price:** \$30 member, \$35 non-member
  - **Attendance:** 58
  - **Event Overview:** Participants get shirt and bib upon entry. 30 minute warm up by Razor Sharp Fitness. Run/Walk starts at the Augusta Street Gate then participants run on path by lake to the marina and back through the zoo with the finish line at the Zoo Choo. After race refreshments provided by Maliki's Piggly Wiggly!



### **Zoorific Saturday: International Migratory Bird Day**

- **Location:** Entire Zoo
- **Time:** 9am-6pm
- **Ticket Price:** Value Added Event
- **Attendance:** 654
- **Event Overview:** Educate guests on migratory birds. Activities, games, crafts and snackivities for kids.

- Sunday, May 14, 2017 – **Mother's Day Brunch**

- **Location:** Pavilion
- **Time:** 11am-12:30pm
- **Ticket Price:** \$30 member, \$35 non-member
- **Attendance:** 90
- **Event Overview:** Mothers receive a carnation, chocolate covered strawberry and gift bag from DoTERRA essential oils upon entry. 10 raffle tickets were also given to Mothers as they chose between 10 pairs of LuLaRoe leggings, a DoTERRA or Racine Zoo gift basket to enter to win. Brunch from Danny's Meats and a Mom-mosa bar for all guests to enjoy. After brunch the raffles were drawn. Then we brought all of the families to the giraffe enclosure for a giraffe feeding and picture for mom.



- Saturday, May 20, 2017 – **Zoorific Saturday: Endangered Species Day**

- **Attendance:** 30
- **Location:** Entire Campus
- **Time:** 9am-6pm
- **Ticket Price:** Value added event
- **Event Overview:** Educate guests on endangered species. Activities, games, crafts and snackivities for kids.

- Thursday, May 25, 2017 – **Member Appreciation Night**

- **Location:** Entire Campus
- **Time:** 6pm-9pm
- **Ticket Price:** Free
- **Attendance:** 1,200
- **Event Overview:** Annual event just for our beloved members. Members got to enjoy a complimentary meal & dessert, bounce houses, live music, games, crafts and new animal exhibits.



**Media:**

- Channel 12 @ Racine Zoo – May 12, 2017 **Air times:** 5:15am (Amber & Kristina) & 6:15am (Beth)

**Booked Events:**

- Anne's 70<sup>th</sup> Birthday Party – Event date: June 10, 2017
- Primex Inc. – Event Date: June 23, 2017
- Quick Cable – Event Date: July 8, 2017
- Johnson Bank Wealth Team – Event Date: July 27, 2017
- Coast Guard Picnic – Event Date: August 4, 2017

**Committee Meetings:**

- N/A

**Accomplished Goals:**

- All Special Event areas are ready for Member Night & AZA

**Professional Development & Networking:**

- N/A

**Coming up at the Zoo at a Glance:**

- Roar and Pour—June 7, 6 pm – 8 pm
- Member Monday: Kick off to Summer—June 12, 6 pm-8 pm
- Father's Day Putt Putt Golf Tournament—June 18, noon-3:00 pm
- Zooriffic Saturday: Giraffe Awareness Day—June 24, 9 am-6 pm
- World Wine Wednesday—June 28, 6 pm -8 pm
- Racine Concert Band—July 2, 7:30 pm-9 pm
- Kenosha Kingfish Game—July 8, 5:30 pm-9:30 pm
- Racine Concert Band—July 9, 7:30 pm-9 pm
- Member Monday: Christmas in July—July 10, 6 pm-8 pm
- Animal Cracker: Bria Skonberg—July 12, 5:30 pm – 9 pm
- Roar and Pour—July 15, 6 pm – 8 pm
- Racine Concert Band—July 16, 7:30 pm – 9 pm
- World Wine Wednesday—July 19, 6 pm-8 pm
- Cigar Dinner—July 20, 5:30 pm-11 pm
- Zooriffic Saturday: Zookeeper Day—July 22, 9 am-6 pm
- Racine Concert Band—July 23, 7:30 pm -9 pm
- Animal Crackers: Gerald Albright—July 26, 5:30 pm-9 pm
- Racine Concert Band—July 30, 7:30 pm-9 pm